

Team Twitter @uwsmc13



@brittclockwood, @constell8, @kbluher, @neelyolson, @ruthschubert

# Goals, Objectives, Strategies #1

Goal: Increase visibility of UWSMC students in the Seattle social media community

## Objectives

- Increase followers by 30% (to 58), with >5 in social media
- Generate 10 Retweets
- Increase overall click-thru rate to 5% (at least 1/link)
- Get social orgs to reference @uwsmc13 in >1 comm

## Strategies

- Increase number and frequency of tweets
- Focus posts on relevant and newsworthy information
- Cross-promote with other UWSMC platforms

## Tactics

- Post 10-20 tweets per week
- Engage with (RT/Reply) with >5 notable social entities
- Live tweet at an SMC even
- Use relevant hashtags in tweets to increase exposure

# Goals, Objectives, Strategies #2

Goal: Position UWSMC students as thought leaders in the field of social media

## Objectives

- Secure followers from at least 3 social influentials (klout)
- Double interactions (RTs, replies, @mentions) from outside UWSMC community
- Get at least 1 positive plug from social influencer

## Strategies

- Share our point of view/ask questions to spur convo
- Be bold, yet humble (as stewards of UW)
- Engage with social influentials

## Tactics

- Read & post about social media news and trends
- Ask questions in at least half our posts
- RT posts from influentials, reply to engage in convo

Engage, Engage, Engage

## How to Make Friends and Influence People on Twitter

### PLAYING IN THE SPACE



If you want to be successful on Twitter, you have to play in the space: have conversations, live tweet events, engage in tweetchats, use other handles and hashtags to take part in what's going on.



### success BY THE numbers

50 Days. 381 Tweets.



**+343%**

FOLLOWERS  
went from 44 to 195

GOAL: 30%

**>9**

local social media influencers

GOAL: 3 influencers



**23%**

CLICK-THROUGH RATE  
17 click-throughs on 73 tweets with links

GOAL: 5% of tweets



**155**

MENTIONS  
13 from influencers

GOAL: 10 from influencers



**53**

RETWEETS

GOAL: 10



@CristinaGonzalez

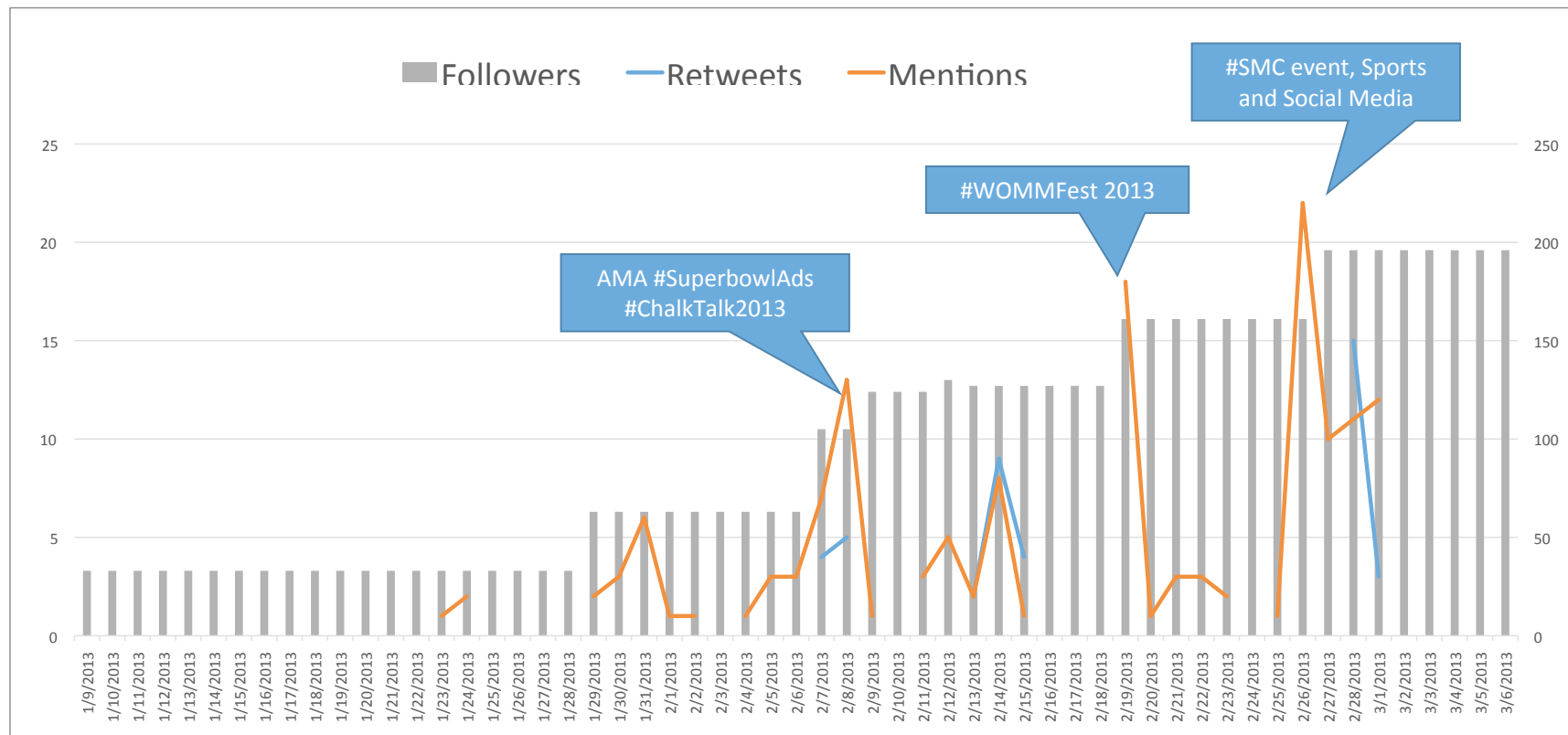
Piktochart

# Success Highlights

- Live Tweeting at events
- Share useful news and information
- Engage with followers



# Live Tweeting and Hashtags – It Works!



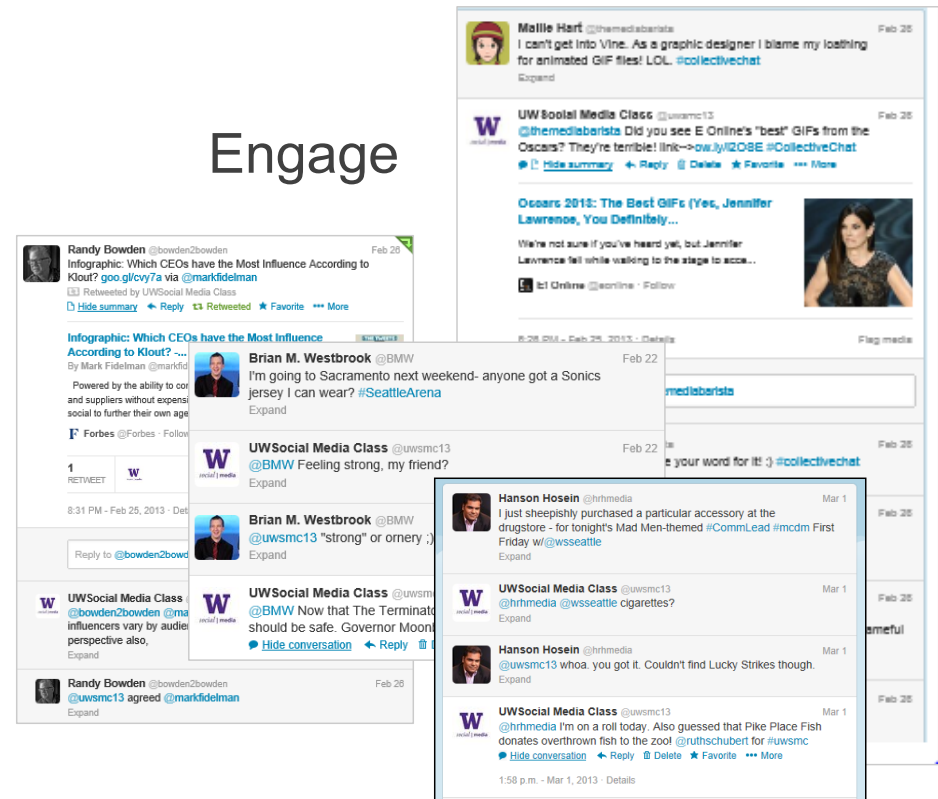
# What Drives Retweets?

- Social media news
- Useful tools and tips
- Event promotion
- Interesting stat or fact
- Career info (thanks to UWSMC LinkedIn!)
- *Plus company & @mentions*

The collage consists of six tweets arranged in a grid-like fashion, with some overlapping. The tweets are as follows:

- Tweet 1 (Top Left):** From UWSocial Media Class (@uwsmc13) dated Feb 28. Text: "Use [opensiteexplorer.org](#) to find out who is linking to you and how they rank (or linking to competitors) @jamies #uwsmc #SEO". It has 4 retweets.
- Tweet 2 (Top Right):** Partially visible, dated Feb 6. Text: "Instagram launches image feeds on the web. Now with Instagram and Facebook user experiences merge? [ow.ly/bsoaH4](#) #smc".
- Tweet 3 (Middle Left):** From UWSocial Media Class (@uwsmc13) dated Feb 8. Text: "The PR Buzz from Oreo's #DunkintheDark tweet meant more to the brand than additional likes or followers @jeffhasen #ChalkTalk2013". It has 3 retweets.
- Tweet 4 (Middle Right):** Partially visible, dated Mar 5. Text: "o Seattle aG".
- Tweet 5 (Bottom Left):** From UWSocial Media Class (@uwsmc13) dated Feb 28. Text: "Remember, search results are personalized. What's #1 on your computer, won't necessarily be #1 on your boss's @jamies #uwsmc #SEO". It has 3 retweets.
- Tweet 6 (Bottom Middle):** From UWSocial Media Class (@uwsmc13) dated Feb 28. Text: "90% of the clicks we make go to the organic listings--not the paid listings--on Google. That's why SEO is so important @jamies #uwsmc". It has 3 retweets.
- Tweet 7 (Bottom Right):** Partially visible, dated Feb 26. Text: "ious #UWSMC".
- Tweet 8 (Bottom Far Right):** Partially visible, dated Feb 18. Text: "Burger King Gains 30% More Twitter Followers After Account is".
- Tweet 9 (Bottom Far Right):** Partially visible, dated Feb 6. Text: "ny. Best y/hsq0t #smc".

# Engage



The image shows a horizontal row of six social media profile cards. Each card features a profile picture, a name, a number in an orange box, social media icons, and a bio.

- Mandy Edwards**: Number 73. Bio: Social Media Consultant | Social Media Strategist | Social Media Trainer, CEO, ME Marketing Services. <http://www.linkedin.com/in/mandyedwards>
- MOVIN 92.5**: Number 72. Bio: Broadcast Tech Reporter (@KQJNews @KQJNews @KINGSNewDayNW) | Board Member/Event Host (@SMCSeattle) | Owner/GM (@CloseBar)
- Randy Bowden**: Number 71. Bio: principal partner at bowdenbowden, a marketing and branding consultancy, creative | brand | strategy
- Media Barista**: Number 67. Bio: Caffeinated creativity and connections... building the best social media campaign? #socialmedia #socialbusiness #socialdesign
- Susan Cross**: Number 67. Bio: Lifestyle Expert. Lifestyle Editor, SHAPE, OK! & Star Magazines. Author, actor, mom, wife, dog lover & super girl.
- Gregg Greene**: Number 66. Bio: Dad, Mariners Marketing guy, marketing & communications teacher and purveyor of pop culture

# Key Local Influential Followers



78

**Monica Guzman**  
@moniguzman FOLLOWS YOU

Journalist, community strategist, tech philosopher. Columnist @SeattleTimes @GeekWire. Advisory board @Poynter @SPJWash. Emcee @IgniteSea. Member @GlobalShapers  
Seattle · <http://moniguzman.com>



56

**Taylor Soper**  
@Taylor\_Soper FOLLOWS YOU

A @UW grad and geeky staff reporter at @GeekWire. Love sports, sushi and the sound of a golf ball dropping into a cup. Email tips to [taylor@geekwire.com](mailto:taylor@geekwire.com).  
Seattle · [geekwire.com](http://geekwire.com)



57

**Hanson Hosein**  
@hrhmedia FOLLOWS YOU

Director, University of Washington @CommLead. Host #FourPeaksTV. Author Storyteller Uprising. Bike commuter. Fair weather kayaker. Likes rain. And rice pudding.  
Seattle · [about.me/hansonhosein](http://about.me/hansonhosein)



72

**Brian M. Westbrook**  
@BMW FOLLOWS YOU

Broadcast Tech Reporter (@KXLNews @KGWNews @KING5NewDayNW) || Board Member/Event Host (@SMCSeattle) || Owner/GM (@ClosetBar)  
Seattle, WA & Portland, OR · <http://tech.brianwestbrook.com>



62

**Peter Drury**  
@seattledrury FOLLOWS YOU

Philanthropy | Innovation | Teach Nonprofit Leadership & Strategy at University of Washington | Work Passionately for @splash\_org  
Pacific NW · <http://www.splash.org>

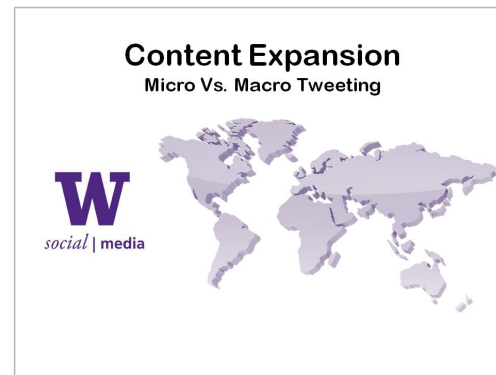
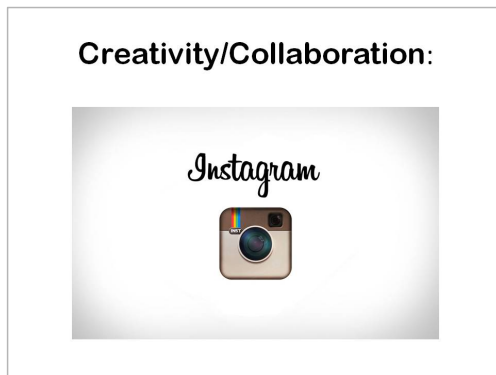


68

**Rod Brooks**  
@NW\_Mktg\_Guy FOLLOWS YOU

CMO: PEMCO Insurance. Board member: WOMMA & WA. DECA. Dedicated WSU Cougar. Student of Social Media. (All my own opinions)  
Sammamish, Wa. · <http://www.rodbrooks.com>

# If we had 10 more weeks..



# APPENDIX